

Mayank Jha

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CAREER OBJECTIVE:

To flourish in professional life by implementing new ideas and living up to the organizational vision and values. Always work with integrity and fulfil my responsibilities.

Work Experience:

1. Working as an intern with Ornate Technoservices from 12th June 2023 till date into Python.
2. Worked with Accenture for Google Ads as an Account Strategist from June 2022 to Feb 2023.
3. Worked with Cognizant for Google Ads from Jul 2018 to Jan2020 and Nov 2020 to Jan 2022.
4. Worked with Intelenet as online strategist for Google Oct 2017 June 2018
5. Worked with FoodPanda for 6 months from Mar 2017 to Sep 2017 as an operational executive
6. Worked as Business Development Executive for around 6 months in PCL in 2016

Skills

- Certified from DUCAT Gurgaon for Python Fullstack (frontend, backend and mysql).
- 1.5 years experience in Search Engine Marketing (SEM) and Paid Search (PPC).
- Proficiency in MS Excel.
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- Experience working with popular PPC ad platforms (Google AdWords).
- Proficiency in managing moderate to large scale PPC accounts in a variety of different business verticals
- AdWords certification.

Professional Competencies:

- Passion for Search and internet marketing
- Outstanding ability to think creatively, and identify and resolve problems.
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere.
- Ability to clearly and effectively articulate thoughts and points.
- Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieving client goals.
- Excellent analytical, organizational, project management and time management skills.

Key Functional Area:

- Manage, review, and perform daily account responsibilities associated with Google AdWords for a variety of clients
- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics
- Manage the creation of large keyword lists
- Manage Display network placement lists on AdWords and through other contextual advertising platforms
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals
- Provide oversight, manage, and be able to generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives
- Keep pace with search engine and PPC industry trends and developments
- Communication to team and management on project development, timelines, and results
- Provide oversight and work closely with the other team members to meet client goals

QUALIFICATIONS:

- **Bachelor of Technology** with expertise in Computer Science from Poornima College of Engineering, Jaipur affiliated to Rajasthan Technical University in May, 2017.
- Senior Secondary from Nosegay Public School, Sri Ganganagar Secured 64.2%
- Secondary from Nosegay Public School, Sri Ganganagar, Secured 84.4%

EXTRA CURRICULAR ACTIVITIES

- Worked as a student volunteer in college campus activities.
- Regular participation in cultural events organized by college.
- Event organizer for the majority of the college functions.
- Participation in many Technical and cultural Fests.

PERSONAL INFORMATION

DOB : 21st October, 1991
Permanent Address : Near Govt. school no 6, Purani Abadi,
Sri Ganganagar , Rajasthan
Language Proficiency : Hindi , English.

